



ORDER

Flight Dates **09/27/12-09/30/12**

Contract / Revision **312574 /** **NRCC & Authorized by Paton for C**

Original Date / Revision 09/26/12 09/26/12 Agency Com 15%

Billing Contact

Advertiser **NRCC - Paton / Republican /**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact Sales Office EWSDC

3299 K Street NW - Suite 200
Washington, DC 20007 Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **8535**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$6,672.50	\$7,850.00	0.00	08/27/12	09/30/12	19	\$6,672.50	\$7,850.00
Totals	19	\$6,672.50	\$7,850.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	09/27/12	09/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	--- 11--	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--- 11--			2		\$225.00		0.00			
E 2	KNXV	09/27/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	--- 11--	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--- 11--			2		\$225.00		0.00			
E 3	KNXV	09/27/12	09/27/12		CM	10am-11am	--- T---	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00



KNXV

Print Date: 09/26/12

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Contract / Revision **312574** Flight Dates **09/27/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:20:00

Advertiser **NRCC - Paton / Republican** Product **NRCC & Authorized by Patc** Estimate # **8535**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10am-11am											
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---		1			\$450.00			0.00			
E 4	KNXV	09/27/12	09/28/12	M-F 430pm-5pm	CM	430pm-5pm	---11--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--		2			\$400.00			0.00			
E 5	KNXV	09/28/12	09/28/12	M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$550.00			0.00			
E 6	KNXV	09/27/12	09/28/12	M-F 6pm-630pm	CM	6pm-630pm	---11--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--		2			\$500.00			0.00			
E 7	KNXV	09/27/12	09/28/12	M-F 630pm-7pm	CM	630pm-7pm	---11--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---11--		2			\$650.00			0.00			
8	KNXV	09/28/12	09/28/12	M-F 10-1035pm	CM	10pm-1035pm	----F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$850.00			0.00			
9	KNXV	09/30/12	09/30/12	Su 8-9am	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				ABC This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1			\$350.00			0.00			
10	KNXV	09/30/12	09/30/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1			\$250.00			0.00			
E 11	KNXV	09/30/12	09/30/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1			\$850.00			0.00			
12	KNXV	09/29/12	09/29/12	Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Sa 4pm/5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1			\$250.00			0.00			
N 13	KNXV	09/29/12	09/29/12	Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Sa 4pm/5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1			\$250.00			0.00			
N 14	KNXV	09/28/12	09/28/12	M-F 430-5am	CM	430-5am	----F--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				M-F 430am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$50.00			0.00			

*Tax 1 Note: Tax 0.5%.

Totals 19 \$7,850.00